

Connecting to the Community Through Arts and Cultural Outreach



OUTREACH SCHOLARSHIP 2006 CONFERENCE, *Engagement Through The Disciplines*

Columbus, Ohio
Sunday, October 8, 2006

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Presentation Title: Connecting to the Community Through Arts and Cultural Outreach

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Format: 30-minute concurrent session

Presentation Objective

To provide current and innovative best practices that provide outreach and engagement through art and cultural programming, activities, and initiatives.

Abstract

Making connections to the community through Art and Cultural programming is essential to developing and sustaining new audiences. Explore how significant outreach can be developed through Art and cultural offerings provided by universities, or through unique collaborations with national, state, and local Arts organizations and agencies.

OVERVIEW

SNAPSHOT - Recalling your first learning experience will provide the foundation for this presentation. As you remember how important singing the "alphabet song" was to your understanding of letters, or how flipping through your first illustrated book enabled you to discover the relationships between colors and objects —understanding the significance of the Arts as being central to building relationships and making connections to individuals, communities, and the world is also a lesson worth revisiting.

Art and cultural programming and activities also serve as an often overlooked and unique opportunity for universities to reach diverse audiences. These diverse audiences, once engaged, should be viewed as potential investors in the continuous growth and extension of learning and commitment to civic engagement.

Also, the art and cultural collaborations between universities and national, state, and local arts organizations serve as an incredible example of how academic theory transforms into practice while providing a mutual benefit to the university and the society at large.

This presentation will utilize case studies from American for the Arts, the Ohio Arts Council, and the Greater Columbus Arts Council to provide examples of how these organizations have collaborated with universities to develop programming and initiatives that serve the community. Case studies and logic models will be provided as a take-a-way for the participants along with an exercise to develop a strategy from concept to exploring methods for securing research and on-going program funding.

ACADEMICS & ARTISTS

AMERICANS FOR THE ARTS

In fall 2004, **Parkland College** and **40 North/88 West** in Champaign, Illinois, partnered on a project designed to teach business skills to artists. Together, in an effort to retain artists locally, they developed a series of workshops to teach artists how to earn a living within the Champaign community. In January and February 2006, the two organizations offered a series of Business Strategies for Artists workshops: Build Your Bottom Line —Money Matters; Contracts and More; and Make the Scene —Marketing Tips and Tools. The workshop series included programs on protecting intellectual property, understanding contracts, investing and saving, and marketing.

Americans for the Arts: Artslink Newsletter, Page 4, Summer 2006.
www.AmericansForTheArts.org

FYI - Nationally, the non-profit arts industry generates 4.9 million jobs and \$134 billion in economic activity annually, resulting in \$24.4 billion in federal, state, and local government revenues. The \$134 billion total includes \$53.2 billion in spending by arts organizations and \$80.8 billion in event-related spending by arts audiences. In central Ohio, the non-profit arts industry generates 8,964 jobs and \$265 million in economic activity annually, resulting in \$25.5 million in state and local government revenues. The \$265 million total includes \$106 million in spending by arts organizations and \$159 million in event-related spending by arts audiences. (Source: Americans for the Arts)

PROFESSION, PASSION & IMPACT

OHIO ARTS COUNCIL /Vern Riffe Gallery

EXHIBITION - Growing Season, The Life of a Migrant Community

September 19 – October 25, 2006

Photographs by Gary Harwood with text by David Hassler

Gary Harwood has been a photographer for Kent State University for over 22 years. His photographs have appeared in many national publications, including *Communication Arts Photo Annual* and the *Graphis Photo Annual*. Gary Harwood is a four-time national Circle of Excellence award recipient from the Council for the Advancement and Support of Education (CASE) and was named the 2001 University Photographers Association of America's Photographer of the Year.

The Ohio Arts Council (OAC) is a state agency that funds and supports quality arts experiences to strengthen Ohio communities culturally, educationally and economically. OAC was created in 1965 to "foster and encourage the development of the arts and assist the preservation of Ohio's cultural heritage." This is accomplished by the Council in two primary methods; first, through the various grant funding programs that the Council operates to provide support to artists and to make arts activities available to a broad segment of Ohio's public; and secondly, by providing services that help to enhance the growth of the arts. There are a total of 7 different grant programs and a variety of service programs operated by the Council.

The Ohio Arts Council is committed to the economic, educational and cultural development of the state. The Council believes that the arts should be shared by the people of Ohio. The arts arise from public, individual and organizational efforts. The OAC supports and encourages these efforts.

OAC also manages and operates, along with the support of the Ohio Building Authority, the Riffe Gallery in the Vern Riffe Building for Government and the Arts, located in downtown Columbus, Ohio. Currently, a spectacular exhibit of photography with text panels entitled, *Growing Season* is being showcased at this venue. In this exhibit, Gary Harwood and David Hassler combine photography and words to create a stunning portrait of a community rich in social capital and give a unique voice to a community that is largely unseen and often misunderstood.

"When I first received permission, in 2001, to photograph the migrant workers on a family farm in Hartville, Ohio, I anticipated that I would be documenting hardship," said Harwood. "Migrant workers continually face difficult conditions while trying to support themselves and their families. Farm work is physical, hot and dirty. The days in the fields are long and exhausting, and there is no shortage of documented cases of terrible living and working conditions—what I found; however, was a very different story."

Harwood photographed the Mexican American and Mexican migrant families over the course of several growing seasons. Though his work began with field photos, over time he focused more on family pictures, as he was invited to photograph baptisms, first communions, weddings, birthday parties, and private family events.

In 2004 writer David Hassler began collaborating with Harwood on this documentary project, which has become both an exhibition and a book.

This project was funded by an Ohio Arts Council 2006 Artists and Communities grant.

Gary Harwood is a 2006 OAC Individual Excellence Award recipient, and David Hassler is a 2000 OAC Individual Artist Fellowship Award recipient.

For more information on the book (available in September 2006), visit <http://upress.kent.edu/>.

The Riffe Center lobby is open Monday – Friday, 6 a.m. – 6 p.m., and during regular gallery hours during the weekend.

Compiled from the Ohio Arts Council and the Kent State University websites, September 22, 2006.

COMMUNITY COMMITMENT

Frank W. Hale, Jr. Black Cultural Center, The Ohio State University

Another purpose of this presentation is to explore how art and cultural programming and activities provided by the universities can increase diverse audience development while serving as a unique platform for learning and program extension.

In 1985, through the initiation of Dr. Frank W. Hale, Jr., the former Ohio State University President, Edward H. Jennings, made the commitment to fund and establish a Black Cultural Center on The Ohio State University main campus in Columbus, Ohio.

The Frank W. Hale, Jr. Black Cultural Center was officially opened on October 11, 1989, and named such in recognition of his achievements as a teacher, scholar, administrator, author and college president.

The Center's mission is to develop and maintain supportive programs and activities for the student development and advancement. Additionally, it serves as an instrument of orientation and instruction to the larger community on issues of race, politics, economics, and community. The Center also serves to continually document the contributions of African Americans to the world of Arts, Letters, and Science.

The Frank W. Hale, Jr. Black Cultural Center promotes cultural, social, and educational discourse among all students at Ohio State —particularly African Americans —through its programs, lectures, and cultural activities. The facility also houses an impressive collection of African/African American art from local, national, and international artists.

Recently renovated, the facility is a state-of-the-art academic unit, featuring a computer lab with more than 27 computers; a performance stage; a study and tutoring room used for tutoring by OMA; classrooms; a gift shop and vending area. In addition, the new space offers a Hall of Fame room for special meetings, a new entrance and gallery area, and a research and reading laboratory with audio and visual capabilities.

The Frank W. Hale, Jr. Black Cultural Center reaches out beyond campus and into the community through summer and weekend workshops and through its relationships with a variety of community organizations. While the Hale Center is the largest employer of African American students on campus, it also employs other minority students, and is open seven days a week.

For more information, contact the center at 614.292.0074

<http://oma.osu.edu/hale>

ACCESS & OPPORTUNITY

New Technologies & Connections

In 2003, the Greater Columbus Arts Council (GCAC) unveiled a new arts education initiative that provides a “one stop resource” for those interested in accessing community arts education programs in central Ohio. **ARTS CLASSifieds** was developed as a new online resource directory that provides instant information and access to participatory and instructional arts education programs of all kinds found throughout Franklin County.

From the comfort of their homes, residents can now access information about how they or members of their family can participate in art classes and workshops—for any age group, in any artistic discipline, and in any Franklin County neighborhood—offered by 351 different providers. This unique online resource cuts across sectors, representing not just arts & cultural organizations but also human and social service providers, health care facilities, and faith-based institutions.

The ARTS CLASSifieds database is the result of an 18-month research project developed to identify and quantify community arts education offerings in Franklin County. Funded with generous support from the Ohio Arts Council and the Dewitt Wallace Reader's Digest Fund/Lila Wallace Reader's Digest Fund, the research provided a countywide perspective to statewide information revealed in the Ohio Arts Council's 2000 State of the Arts Report (SOAR).

As the leader and steward of Franklin County's cultural development, GCAC's practical intent was to collect current, accurate data to inform future development of arts education resources in the County. The research project represents GCAC's twofold effort to learn as much as possible about the status of arts education in Franklin County's 16 public school districts, and to identify and collect data from community-based arts education providers —offered by arts organizations as well as non-arts entities. The findings represent data collected from a diverse array of 351 Franklin County organizations offering participatory opportunities in all artistic disciplines in every imaginable community-based setting.

The ARTS CLASSifieds directory will help GCAC continue to promote community arts education programs, encourage cross-sector collaboration, and direct resources and programs to the people who need them most. GCAC has utilized the findings in this report to inform and guide the development of support services aimed at helping all arts providers succeed. The systems developed for this project will serve as Central Ohio's ongoing repository to collect, analyze and provide accurate, current community arts education information.

The Greater Columbus Arts Council, a non-profit organization, encourages and supports cultural development in the Columbus area. In this capacity GCAC provides technical services to artists and arts organizations, acts as the community's voice on arts advocacy issues, and serves as the official agency for City of Columbus grants for the arts. GCAC administers the Columbus Arts Festival, the Business Arts Partnership program, and the Community Arts Education Program consisting of Artists-in-Schools and Children of the Future, a public safety project targeted to youth ages 5 – 14.

For further information, visit: www.gcac.org.

CREATIVE COLLABORATIONS

In April 2005, the Ohio State University radio station WOSU collaborated with the Greater Columbus Arts Council to premiere [ArtZine](#), a television magazine program featuring local artists, arts organizations, and cultural activities. The program features a variety of segments about Columbus' rich, artistic landscape in a "news magazine" format.

Tuned-in viewers discover stories about Columbus dancers making their New York stage debut; behind the scenes looks at colorful events such as the Columbus Arts Festival; profiles of musicians, muralists, sculptors, painters, mimes, actors; and features focusing on the events, people and places that make the Columbus cultural community so vibrant, including museums, gallery exhibits, plays and performance productions, concerts, festivals, and more.

Award-winning WOSU producers Cindy Gaillard and Forest Godsey developed and edited material for the new monthly series. Their first documentary featured a married couple dancing for BalletMet, a poem read by former OSU Poet Laureate David Citino, a look behind the scenes at the restoration of the recently installed Emerson Burkhart mural, and a piece on "A Chair is a Throne is a Freedom Fighter's Camp Stool," an exhibition at the King Arts Complex where children learn about violence prevention, conflict resolution, and peacemaking.

This innovative community partnership is a great opportunity for both WOSU and GCAC, and serves as a model for other public television stations. This initiative is an example of a true collaboration with the common goal of bringing the rich cultural resources of Columbus to a broader audience through all of WOSU's media resources.

NOTE: *ArtZine* was recently awarded an Emmy Award in the Arts/Entertainment Program category by the Ohio Valley Chapter of the National Academy of Television Art and Sciences. Winners were announced at the 42nd Annual Midwestern Regional Emmy Awards ceremony on July 15, 2006, Executive Producer Cindy Gaillard and Senior Producer Forest Godsey each received a coveted statue.

Discover more information regarding ArtZine by visiting
www.wosu.org

LOGIC MODEL

Most logic models resemble organizational or flow charts. Take a moment and review the various ways that people, organizations, institutions, communities, states, and nations can impact one another. As agents of change, people, organizations, institutions, communities, states, and nations have incredible potential if they are provided the appropriate resources. Study the graphic below and explore other ways to represent the interdependency of these various agents, and think of other ways to represent their connections.

Time and Opportunity

People

Food

**Arts &
Communication**

Education

Government

Employment

NEXT STEPS

Recalling your first experiences of learning may be difficult, but the Arts provide easy access to remnants of your memory as well as the fabric of our existence. As we attempt to engage the community through various strategies, let's remember the potential impact that the Arts can provide in developing our community, state, national, and global culture and the all-important voice of each citizen.

This presentation was developed to enhance your awareness of the resources that are available in just a few cases. Take advantage of the time, talent and resources in your community, and discover the impact of the Arts in every sector of our living. Then, evaluate, document, market, and promote the evidence that you obtain, and plan for new pathways of creating new visions.

STAY CONNECTED

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